

**Amendments to the Claims:**

This listing of claims will replace all prior versions and listings of claims in the application.

**Listing of Claims:**

1.– 28. (cancelled)

29. (new) A method for processing customer leads comprising:

configuring a lead processing system, including  
accepting a specification of a plurality of users of the system, and  
accepting a specification of a plurality of rules for determining at least  
one action of the lead processing system with respect to the users;  
accepting at least one customer lead;  
routing the at least one customer lead through the lead processing system  
in accordance with the rules; and  
tracking and reporting an advancement of the at least one customer lead  
through the lead processing system.

30. (new) The method of claim 29, wherein the rules comprise prioritization rules for  
assigning a priority to a lead based on at least one attribute of the lead.

31. (new) The method of claim 29, wherein the rules comprise assignment rules for  
assigning the leads to one or more users.

32. (new) The method of claim 29, wherein the rules comprise attachment rules for  
determining additional information to be attached to the leads prior to further routing  
of the lead.

33. (new) The method of claim 32, wherein the additional information comprises  
specifications of a product associated with the lead.

34. (new) The method of claim 32, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.
35. (new) The method of claim 29, wherein the rules comprise workflow rules for optimizing a flow of leads through the system to facilitate a rapid lead response and a high rate of lead closure.
36. (new) The method of claim 29, wherein a particular user selects at least one rule to be applied to that user.
37. (new) The method of claim 29, wherein tracking and reporting an advancement of the at least one customer lead includes generating at least one performance report comprising a metric of a performance of at least one of:
- (i) a source of the leads, and
  - (ii) at least one of the users.
38. (new) The method of claim 37, wherein the source of the leads includes a marketing campaign.
39. (new) A lead management system comprising a lead management server, including:
- a rules and profile storage module for storing a specification of a plurality of:
    - (i) users of the system, and
    - (ii) rules for determining at least one action of the system with respect to the users;
  - a lead import module for importing and accepting at least one customer lead;
  - a lead storage module for storing the at least one customer lead;
  - a rules engine for implementing the rules, wherein the rules engine is configured to route at least one of the customer leads to at least one of the users in accordance with the rules; and

a tracking and notification module for tracking the at least one customer lead through the lead management system and reporting a status of the lead to at least one of the users.

40. (new) The lead management system of claim 39, wherein the rules comprise prioritization rules for assigning a priority to a lead based on at least one attribute of the lead.
41. (new) The lead management system of claim 39, wherein the rules comprise assignment rules for assigning the leads to one or more users.
42. (new) The lead management system of claim 39, wherein the rules comprise attachment rules for determining additional information to be attached to the leads prior to further routing of the lead.
43. (new) The lead management system of claim 42, wherein the additional information comprises specifications of a product associated with the lead.
44. (new) The lead management system of claim 42, wherein the additional information comprises documentation of a program to facilitate the sale of at least one of a product and service associated with the lead.
45. (new) The lead management system of claim 39, wherein the rules comprise workflow rules for optimizing a flow of leads through the lead management system to facilitate a rapid lead response rate and a high rate of lead closure.
46. (new) The lead management system of claim 39, wherein a particular user selects at least one rule to be applied to that user.

47. (new) The lead management system of claim 39, wherein the tracking and notification module generates at least one performance report comprising a metric of a performance of at least one of:

- (i) a source of the leads, and
- (ii) at least one of the users.

48. (new) The system of claim 47, wherein the source of the leads includes a marketing campaign.